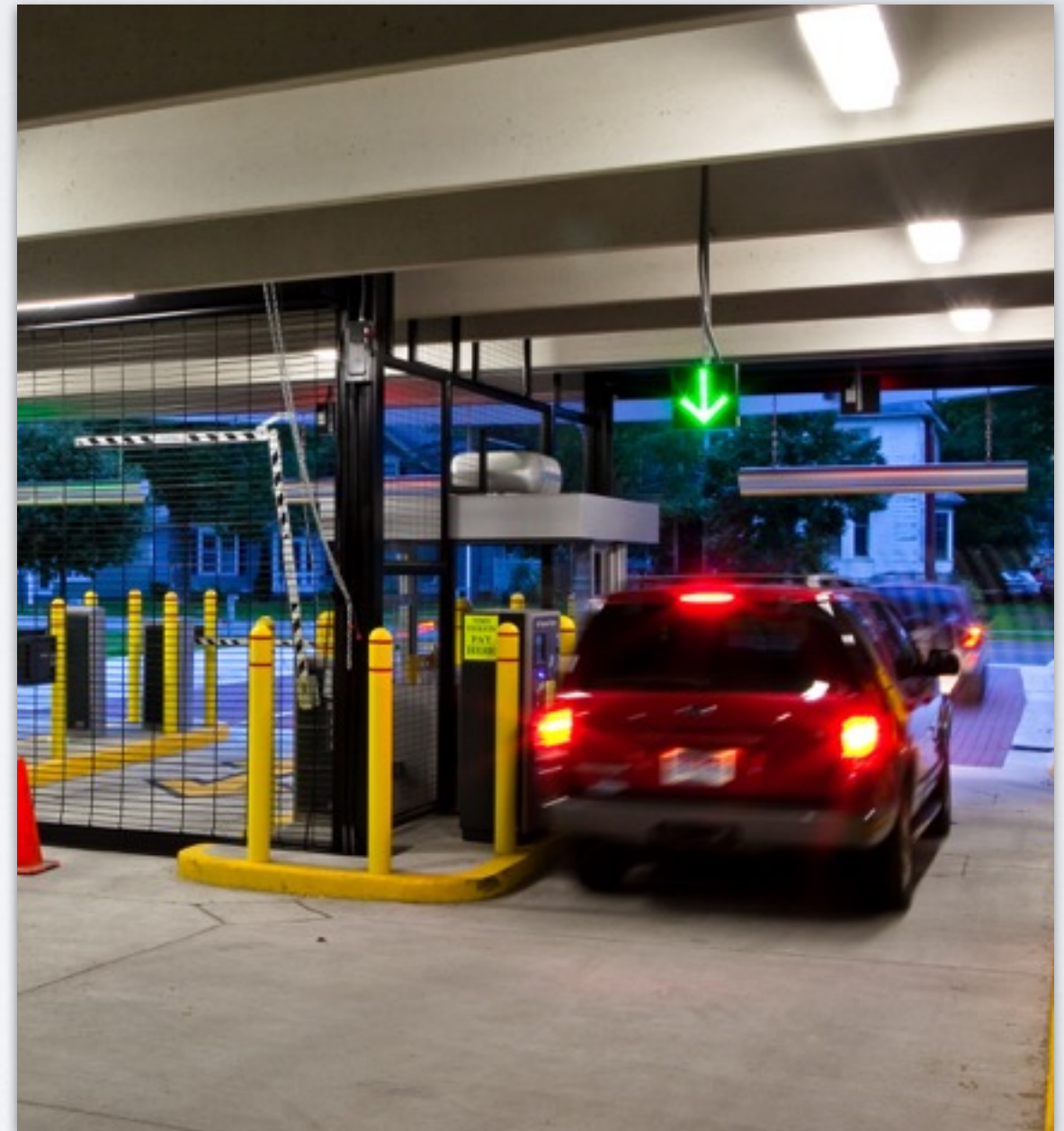


TRAVERSE CITY PARKING SYSTEM

Update to the City Commission
December 8, 2014

3 YEAR PLAN - GOALS

- Maintain and Update our Capital Assets
- Market Based Pricing
- Improve Customer Service



MAINTAIN AND UPDATE OUR CAPITAL ASSETS

- Maintain over \$20,000,000 worth of assets
- Assure adequate car and bicycle parking in downtown
- Upgrade equipment to meet other two goals, market based pricing and better customer service



MARKET BASED PRICING

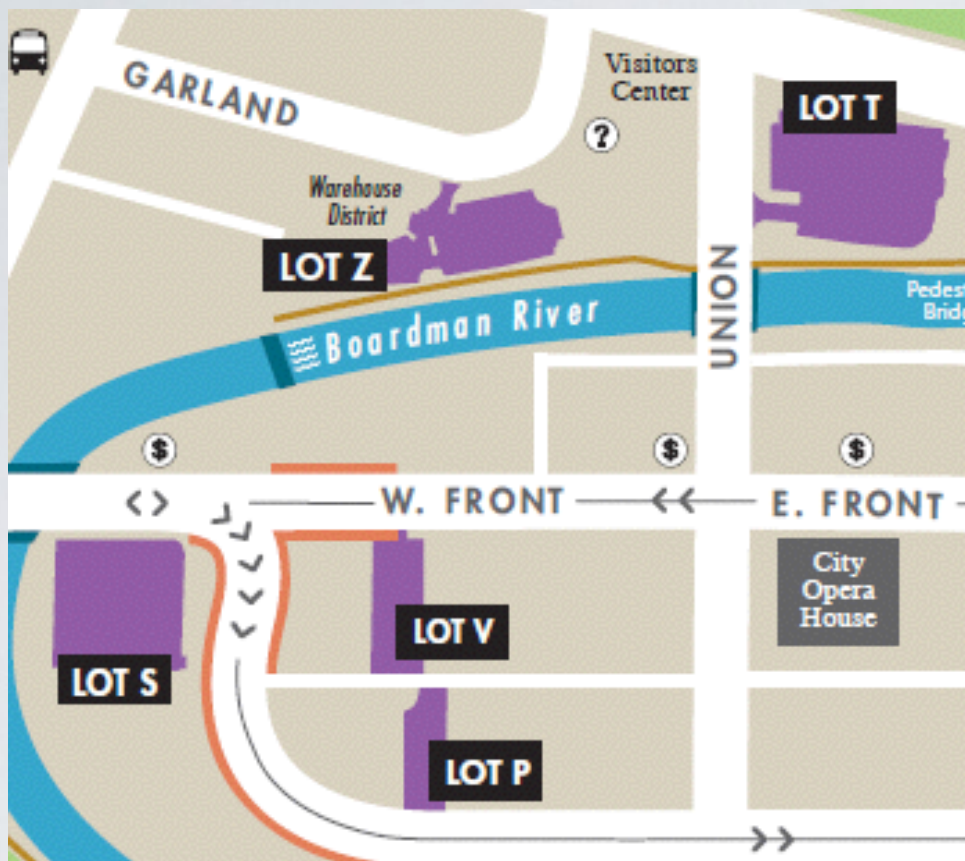
- Higher prices for high demand parking
- Lower prices for low demand parking
- Goal is 85% occupancy



On-street Parking

City (Per Hour Rates)	Short Term / High Demand	Long Term / Low Demand
Ann Arbor	\$1.50	\$1.20
Birmingham	\$1.00	\$0.50
Ferndale	\$1.00	\$1.00
Flint	\$1.00	\$1.00
Grand Rapids	\$2.00	\$1.25
Kalamazoo	\$1.50	\$0.50
Lansing	\$1.20	\$0.30
Midland	\$0.25	\$0.25
Mount Clemens	\$0.75	\$0.50
Royal Oak	\$0.75	\$0.50
Traverse City	\$0.60	\$0.50





Surface Lot Permits

City	Month	Quarter or 3 month	Annual
Ann Arbor	\$155.00	N/A	N/A
Birmingham	N/A	N/A	N/A
Ferndale	\$20.00	\$60.00	\$240.00
Flint	\$60.00	N/A	N/A
Grand Rapids	\$27.00-\$76.00	N/A	N/A
Kalamazoo	\$29.00-\$56.00	N/A	N/A
Lansing	\$22.00-\$70.00		
Midland	N/A	N/A	\$250.00
Mount Clemens	N/A	\$60.00-\$90.00	N/A
Royal Oak	N/A	N/A	N/A
Traverse City	\$45.00	\$95.00	\$345.00

How do we compare?

- ❖ We offer the flexibility of multi-location permits vs. a specified location.
- ❖ Option to purchase for an extended period at a discounted rate.

Garage Permits

City	Month	Quarter	Annual
Ann Arbor	\$140.00-\$195.00	N/A	N/A
Birmingham	\$30.00-\$55.00	N/A	N/A
Ferndale	N/A	N/A	N/A
Flint	\$60.00	N/A	N/A
Grand Rapids	\$119.00-\$154.00	N/A	N/A
Kalamazoo	\$90.00-\$124.00	N/A	N/A
Lansing	\$85.00-\$167.00	N/A	N/A
Midland	N/A	N/A	\$303.10
Mount Pleasant	N/A	N/A	N/A
Royal Oak	\$35.00-\$40.00	N/A	N/A
Traverse City	\$65.00	\$130.00	\$425.00



BETTER CUSTOMER SERVICE

- More choices for parking customers
- More online services, such as appeals
- Automatic Renewal of Permits

TOP 4 PRIORITIES OF 2015

- Metered Zones
 - Increase maximum time limits of on-street parking
- Automate Permit Sales
 - Use our existing system to sell permits that are prorated at the date of purchase.
- Bike Parking
 - Convenient and accessible options.
 - Reduce sidewalk congestion.
- Residential Permit Parking
 - End the pilot and implement the program.



GOALS OF 2015

- Bike Shelters
 - Identify areas where shelters can be installed.
 - Consider CIP for building a bicycle parking structure.
- Specialty Permit Offerings
 - Evening permits (after 3 p.m. or half day)
 - Day Specific Permits (M-W-F or T-TH)
 - Beach Permits
- Increase Services
 - Purchase permits online
 - Offer meter bags requests and online payment
 - Offer online renewals
 - Offer recurring month-to-month auto-renewals
 - Offer online appeal process
- After-hours garage automation



Please choose an option below.

- [Pay Citations](#)
- [Appeal Citations](#)
- [Permit Agreements and Applications](#)
- [Purchase Monthly Parking/Additional Residential Parking](#)
- [Pay for Permits](#)

Permit Spaces Available in the Downtown Area

940 City Owned Spaces
275 Leased Spaces



THE COST OF PARKING CONSTRUCTION

Surface space in downtown Traverse City

Land = \$16,000, construction = \$6,000, Total = \$24,000

Structure space in downtown Traverse City (seven floor garage)

Land = \$2,300, construction = \$20,000, Total = \$22,300

THE COST OF PARKING ANNUAL OPERATION AND MAINTENANCE



Surface space = \$310

Garage space = \$635

Parking Facility Costs

	Construction Annualized with a 3% 15 year loan	Annual Operation and Maintenance	Total Annual Cost
Surface Space	\$2,010	\$310	\$2,320
Garage Space	\$1,868	\$635	\$2,503

TIMING

SHORT TERM

- Permit Rates (Item 6)
- Residential Permit System (Item 7)

